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WHAT YOU'LL FIND INSIDE "INSIDE..."

Want a degree by TV? Try the new system reported below. This issue also contains items on training conferences, regional office meetings and others, a PBS upcoming show on custom harvesting, a rundown of a weekly grind, a couple of job opportunities, and maybe even a few more items. Read on....

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WE'VE GOT MEETINGS...

According to Stan Prochaska, GPA, plans are beginning to shape up for the October 21-23 meeting of AMS/APHIS/FSQS/FGIS/OT regional inf officers...who will meet then in nearby Alexandria.

October will be a busy month for many inf types. The American Agricultural Editors Assoc. meets in Kansas City Oct. 26-28; The Agricultural Relations Council also meets there right after on Oct. 28-30. Then there's that Ag Science Writers' meeting and the Regional ACE meeting the previous week--the first in Alexandria and the latter in Colorado.

Very soon after, during the first week of November, Forest Service inf folks will hold a national get-together in Madison, Wisc. (Yep, they'll vote by absentee ballot.) Then the National Assoc. of Farm Broadcasters meets in Kansas City Nov. 13-16. Finally...and maybe that's wishful thinking...the Newspaper Farm Editors of America meet in Champaign, Ill. Nov. 22-24.

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...AND TRAINING

Speaking of meetings (training sessions, actually), GPA's Ed Curran recently caught a seminar "on communicating in the Nation's Capital" which had the primary title, "Understanding the News Media in Washington--Understanding Public Relations in Washington."

He says the seminar was a worthwhile refresher for old hands, a life saver for those who are new to the business. He also says he came out of the conference assured that what we've been doing here for years has been solid. In one day, the conference had 30 segments, with breaks of 5 minutes, no longer. It was conducted by Gerald Lipson and George Kroloff at the National Press Club...had 60 participants, and as Ed says, "...at \$125 a head it makes me think I'm in the wrong business."

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B.S. BY TV?

If you're eager for some training...maybe even a degree...and live in certain parts of the country, now you can go to college via TV.

We're talking about the country's first national system of TV-assisted college courses leading to a bachelor's degree. There are 7 colleges and universities and 11 TV stations cooperating on the venture.

Students taking courses will enroll directly with the University of Maryland and will transfer to local cooperating institutions eventually. A degree is possible after about 6 years.

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TYPICAL? WE'LL SEE

Once a week the Centers in GPA prepare a brief rundown of work they've had underway or have done. The variety of work varies... so does quantity. Each of you non-GPA readers probably could develop a list just as varied and lengthy. But since one of the Centers, the Media Liaison Center, is a rather new idea for us, we thought you might like to hear about some of the activities the group handled during a recent week.

For instance, working with the Video-Film Center and the Radio-TV Center, the Media Liaison Center got the Cable News Network to film Sec. Bergland during a 45-minute telephone news conference with farm broadcasters. Afterward, Russ Forte and Rufus Wells met with the news coordinator for Mutual Broadcasting Network where they'd previously rushed a tape of the Sec.'s conference. The news coordinator asked for continued tapes of such events.

Then, Sept. 17-18, Phil Villa-Lobos went to Mexico for the Secretary's signing of the trade agreement with the Mexican government. Phil fed reports and actualities back to the R-TV Center. Meanwhile, Mara Guererro-Lyon went to El Paso to help the Video-Film Center and the Agricultural Marketing Service prepare some video coverage of a Hispanic Nutrition Education conference. The material was used by the Spanish International Network as well. All this was in addition to the regular weekly radio-press materials prepared in Spanish by both Mara and Phil.

The Media Liaison Center also set up interviews and forwarded background material to "Good Housekeeping," "Family Circle," "Changing Times," "Madamoiselle," "Christian Science Monitor," the "Washington Star" and Time-Life Books. These contacts developed largely through the efforts of Kate Alfriend.

Black media got special attention also. Rufus Wells prepared materials about an outreach seminar at the Eastern Shore campus of the U. of Maryland, arranged interviews for a couple of policy makers in the Department and started a rural electrification feature with REA's Diane Behrens.

Elsewhere in the Center, Ed Curran made the first 800 mailings of his new column called "Food for Thought" for suburban weeklies. Final mailings are likely to total around 3,000 newspapers. And he did his weekly "Farm Paper Letter" newsletter which some of you receive.

Well, that was one week's work, and we've left out a few things, handled by 5 inf staffers and 2 secretaries.

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NUMBERS DO ADD UP

Elsewhere over a 2-week period in GPA's News Center, 4 writers (one was on leave part of the time) and 2 clerks issued 60 press releases and 30 reports...fielded 73 mail requests, added 38 names to mailing lists and dropped 88. Of course, agency folks initiated most of the releases and reports.

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WHEAT HARVESTS ON TV

Jim Johnson, Assistant Director for Broadcasting and Film, tells us that the PBS Television Network will air an hour-long documentary on custom harvesting of America's wheat crop... November 29. The story, covering the harvest from Texas to Canada, was produced by John Masterman and Laurel DeFoe of Kansas City Public TV, KCPT.

You'll want to watch local listings for the time you can see it.

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PSST! RUMOR HAS IT... Rumor has it that two new agencies are about to be announced in USDA. The Economics, Statistics and Cooperatives Service will soon become the Economics Statistics Service and the Agricultural Cooperative Service.

As the word becomes official...and if we got the names right... we'll keep you posted on inf developments.

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ANOTHER DATE TO NOTE

If you don't already have the date, mark down November 17-20. That's the time for the 1980 Outlook Conference.

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TO SELL OR NOT
TO SELL

We may or may not have told you last June about the request from a Senate committee for information about the Department's "advertising" activities and expenditures.

After receiving reports from agencies, we reported that only two agencies have used outside advertising contractors with contracts in excess of \$50,000...that estimates for all 1980 advertising (recruiting, public service and program promotion) were expected to yield a figure as much as \$6.0 million. More than half that represented outlays incurred not actually by USDA but by cooperator associations and nonprofit commodity groups associated with the Department's foreign market promotion programs overseas. Another large chunk represented funds used under special legislation, i.e., Smokey Bear, Woodsy Owl and crop insurance promotions.

Accompanying the inf about costs was this: "We do not consider USDA's information programs as "public relations"...if only because of the kind of information being issued...."

Also, "...USDA has no advertising personnel or public relations personnel. These titles are contrary to USDA's longstanding philosophy, concept of public service and our professional ethics as members of the communication discipline.... We attempt to remain objective in our reporting...(but)...do attempt to initiate, to find and to produce information on subjects that will be useful to the public and to farm people...(and)...we try

to do that as if we are 'public advocates' rather than advocates for the Department of Agriculture."

Latest development: The committee has asked for examples. They are being provided.

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NEW TO KANSAS

Gary Vacin, Kansas State U., has written to let us know he's filled the temporary spot left vacant by David Harmes' leave to teach in the Art Dept. at KSU for 9 months. Gary says he's revamped the position slightly, continuing responsibilities for providing illustrative art for pubs and news media releases in home ec and adding coordinator duties for the pub art staff.

Carol Woodruff has the new spot, called Graphic Designer/Art Coordinator. She's a Colorado State U. 1979 graduate who interned there and worked for Colle & McVoy Ad Agency, Inc. in Denver.

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JOB HUNTING? GO
WISCONSIN

Word from the U. of Wisconsin's Ag Journ Dept. has it that there's a plant sciences departmental editor spot open.

Person hired will work with the faculty in horticulture, agronomy, soil science, plant pathology and entomology...designing and carrying out inf programs in support of research, extension and resident instruction activities.

That also means coordinating all media activities; writing press releases, editing research and extension manuscripts and being a publication editor through design and distribution; taking photographs or getting them made; developing exhibits; being just an all-around generalist in inf for those five departments.

Minimal requirement is a B.S. Applications must be received by Oct. 1. Send a resume, references and samples of writing and editing to Jerry McGee, Dept. of Agricultural Journalism, 440 Henry Hall, Madison 53706. Or, you can call Jerry at (608) 262-0111.

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OR TRY USDA

The Federal Crop Insurance Corporation is hunting a GS-9/11 writer/editor to write and edit legislation, press releases, newsletters, brochures, speeches and other materials. This is the spot recently held by Sharon Cady who resigned to be married (will live in Massachusetts).

If interested, inquire about job FCIC-80-30 of Shirley M. Kennedy, FCIC-USDA, Personnel Br., Room 4614-S, Washington, D.C. 20250 or call (202) 447-2766.